

## CLAIMS

We claim:

1. An automated typesetting system used for production of a commercially-printed product according to a customer's corporate identity specifications, comprising:

means for creating, designing, storing, accessing, and updating an electronic graphic template of the product according to the customer's corporate identity specifications;

means for creating, designing, programming, storing, accessing, and updating an electronic database file, wherein said database file is programmed to receive and store populating data used to populate said template and said database file is further programmed with instructions and parameters used to format said populating data on said template according to the customer's corporate identity specifications;

means for inputting said populating data into said database file as database records;

means for automatically populating said populating data into said template; and

means for automatically formatting said populating data on said template according to the customer's corporate identity specifications to form a populated and formatted template.

2. The automated typesetting system of claim 1 further comprising a means for automatically printing said populated and formatted template.

3. The automated typesetting system of claims 1 or 2, in which said template is comprised of at least one block designed to contain populating data in the form of text or graphics.

4. The automated typesetting system of claims 1 or 2, in which said database file is comprised of at least one field designed to contain populating data and at least one field designed to contain instructions and parameters used to format said populating data on said template according to the customer's corporate identity specifications.

5. The automated typesetting system of claims 1 or 2, in which said means for creating, designing, storing, accessing, and updating an electronic graphic template comprises a computer software program and said means for creating, designing, programming, storing, accessing, and updating an electronic database file comprises a computer software program.

6. The automated typesetting system of claims 1 or 2, in which said means for inputting said populating data into said database file as database records comprises:

a Web site programmed to receive said populating data; and

a populating data import means for automatically importing said populating data into said database file as database records.

7. The automated typesetting system of claims 1 or 2 further comprising a means for electronically proofchecking and correcting said populating data prior to automatically populating said populating data into said template.

8. The automated typesetting system of claims 1 or 2, in which said means for automatically populating said populating data into said template further comprises a means for fully populating said template should said populating data not fully populate said template.

